PUREGOLD PRICE CLUB, INC.

April 6, 2017

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: **Vicente Graciano P. Felizmenio, Jr.**
Director – Market and Securities Regulation Division

Subject: **Press Release Entitled "Puregold net income hits P5.53 billion in 2016 up 10.5%"**

GENTLEMEN:

Please see Press Release of Puregold Price Club, Inc. entitled "Puregold net income hits P5.53 billion in 2016 up 10.5%".

Thank you,

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

SECURITIES AND EXCHANGE COMMISSION

No. 900 D. Romualdez St., Paco, Manila, Philippines, 1007
Tel.: (632) 522-88-01 to 04 Telefax: (632)523-3055

COVER SHEET

A199813754
SEC Registration Number

PUREGOLD PRICE CLUB, INC.
(Company's Full Name)

NO. 900 ROMUALDEZ ST., PACO,
MANILA
(Business Address: No. Street City/Town/Province)

CANDY H. DACANAY-DATUON
(Contact Person)

(02) 523-3055
(Company Telephone Number)

12	31	SEC FORM 17 – C	05	09
Month	Day	(Form Type)	Month	Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total Amount of Borrowing

Total No. of Stockholders

Domestic

Foreign

SEC Personnel concerned

File Number

LCU

Document ID

Cashier

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	April 6, 2017
SEC Identification Number	A19983754
BIR Tax Identification Number	201-277-095
Name of Issuer as specified in its charter	Puregold Price Club, Inc.
Address of principal office and postal code	No. 900 Romualdez St., Paco, Manila, 1007
Industry Classification Code	
Issuer's Telephone Number	(632) 522-8801
Former Name	None
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common Shares – 2,765,381,406 Treasury Shares – 19,981,471
Indicate the item numbers reported therein	Other Matters/Event

SEC 17-C dated April 6, 2017

Puregold net income hits P 5.53 billion in 2016 up 10.5%

Manila, Philippines – Puregold Price Club, Inc. (PGOLD) has reported a consolidated net income of Php 5.53 billion in 2016 which represents a 10.5% growth compared to Php 5 billion in the same period in 2015. Consolidated Net margins for 2016 is at 4.9%.

"Our 2016 same store sales growth (SSSG) of 6.2% for Puregold stores and 4.4% for S&R stores were driven by continued strong consumer demand even after the elections. For 2017, we will continue to build another 25 new Puregold stores and 2 S&R Membership Warehouse to cater to the growing Filipino consumers." said Puregold President, Mr. Vincent Co.

Puregold consolidated net sales increased by 15.9% to Php 112.6 in 2016 due to the strong consumer demand from its existing Puregold, S&R stores and S&R New York Style Pizza stores as well as the 26 newly opened stores of Puregold and 2 S&R Membership warehouse. Income from Operations grew to Php 8.1 billion in 2016, up by 13.3% compared to Php 7.15 billion during the same period last year.

As of end 2016, Puregold group has a total of 329 stores nationwide. These include 277 Puregold stores, 12 S&R membership shopping warehouse, and 23 S&R New York Style QSR, 9 NE Bodega Supermarkets and 8 Budgetlane Supermarkets.

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC. April 6, 2017

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary